

BENGALURU EAST CITY CORPORATION

Office of the Commissioner

Opp Phoenix Mall, RHB Colony, Mahadevapura-560048

Detailed Tender Document

Hiring of Public Relations, Media Management, Digital Communication and Brand-Building Service Provider

1. Introduction

Bengaluru East City Corporation (BECC) invites sealed bids from experienced, qualified, and reputable Public Relations (PR) service providers to offer end-to-end Public Relations, Media Management, Digital Communications, and Brand-Building services. The selected agency will support BECC in strategic communication, media visibility, public engagement, and improving the corporation's brand perception across Bengaluru.

2. Objectives of the Engagement

The primary objectives of engaging a PR and communications agency are as follows:

- Strengthen the public image and communication effectiveness of BECC
- Improve visibility for civic initiatives, developmental works, and citizen-centric services
- Establish a structured media management and communication framework
- Enhance citizen engagement through digital platforms and social media
- Build a positive, transparent, and progressive brand identity for the Corporation

3. Scope of Work

The agency shall deliver comprehensive PR and communication services, including but not limited to:

A. Public Relations & Media Management

- Drafting, editing, and distributing press releases
- Coordinating press interactions, briefings, and interviews
- Managing media responses, clarifications, and crisis communication
- Building and maintaining relationships with journalists and media houses
- Daily media monitoring and submission of reports
- Preparing factual clarifications and communication notes

B. Digital Communication & Social Media Management

- Daily content creation and posting on official BECC social media handles
- Social media campaign strategy, planning, and execution

- Production of short videos, reels, infographics, motion graphics, and event highlights
- Live coverage of civic events and field activities
- Monitoring engagement metrics and generating analytics reports

C. Brand Building & Public Awareness Campaigns

- Planning and designing public awareness and behavior-change campaigns
- Developing branding collateral such as brochures, banners, posters, and outreach material
- Event branding, stage backdrops, and visual identity support
- Participating in civic events, government programs, and public interactions&Developing citizen-focused impact stories and testimonials

D. Documentation & Content Development

- Photography, videography, event coverage, editing, and documentation
- Preparation of news letters, success stories, testimonials, reports, and publications
- Developing communication frameworks, policy briefs, and concept notes

4. Eligibility Criteria

Agencies meeting the following minimum requirements may apply:

- Minimum 5 years of experience in PR, media management, and digital communication services
- Proven experience working with government departments or public sector organizations or Urban local Bodies
- Minimum average annual turnover of ₹5 crore during the any one of last 3 financial years
- Must have an in-house team for:
 - PR & media coordination
 - Graphic design & content creation
 - Photography, Videography & editing
 - Digital communication & strategy
- Should have handled a minimum of 3 similar government/social-sector/Urban local body projects
- Valid PAN, GST, and company registration documents
- Not blacklisted by any govt. agency (self-declaration mandatory)

5. Manpower Requirements

- Digital Lead – 1
- Kannada Content Editor – 1
- English Content Editor – 1
- Designer – 1

- Video Producer – 1
- Photographer Cum Videographer - 1
- Community Managers – 2

6. Bid Submission Requirements

Agencies must submit the following documents in two-cover system:

A. Technical Proposal (Cover 1)

- Company profile and organizational structure
- List of key personnel with qualifications and experience
- Details of past experience, ongoing projects, and similar assignments
- Work orders/completion certificates from previous clients
- Proposed methodology, work plan, and communication strategy
- Samples of previous PR, graphic, and digital content work

B. Financial Proposal (Cover 2)

- Detailed cost sheet including monthly and annual charges
- Pricing for optional/extra services
- GST and other applicable taxes must be clearly mentioned

7. Evaluation Criteria

The evaluation will be carried out in the following stages:

Stage 1: Pre-Qualification Screening – verifying documents and eligibility

Stage 2: Technical Evaluation (80%) – based on:

- Experience & portfolio – 25%
- Proposed team & qualifications – 25%
- Methodology & communication strategy – 30%

Stage 3: Financial Evaluation (20%) – L1-based scoring

Final selection will be based on the combined score of technical and financial proposals.

8. Deliverables & Reporting

- Daily social media posts and media coordination
- Weekly activity reports
- Monthly performance and analytics reports
- Event coverage reports and documentation
- Quarterly brand-building progress review

9. Terms & Conditions

- BECC reserves the right to accept or reject any bid without assigning any reason.

- The selected agency will be contracted for 12 months, extendable by one year based on performance.
- All creative content, raw footage, designs, and communication materials will be the property of BECC.
- The agency must ensure confidentiality and ethical communication practices.
- Delayed or incomplete submissions will be rejected.
- Payments will be made on a monthly basis upon submission of deliverables.
- No subcontracting without BECC approval.

10. Submission Deadline & Address

Completed bids must be submitted on or before the date mentioned in the tender notification through GoK <http://kppp.karnataka.gov.in/> portal only.

Submissions should be addressed to:

The Commissioner

Bengaluru East City Corporation

Opp Phoenix Mall, RHB Colony Mahadevapura-560048

Email: commissioner.becc@gmail.com

Annexure
(To be pr
Forma
Ann

ANNEXURES

Annexure - I: Technical Bid Covering Letter

(To be printed on agency letterhead)

Format includes authorized signatory, declaration & company details.

Annexure - II: Technical Proposal Format

- Agency Profile
- Registration Details
- Experience Table
- Team Structure
- Methodology & Work Plan
- Sample Works

Annexure - III: Financial Proposal Format

Includes cost table for:

- PR & Media Management
- Digital Communication
- Branding & Creative Services
- Media Monitoring
- Taxes

Annexure - IV: Declaration by Bidder

Standard declaration confirming validity & authenticity of submitted information.

Annexure - V: Bid Submission Checklist

Table of required documents to be ticked Yes/No.

Annexure - VI: Power of Attorney Format

To be executed on stamp paper authorizing representative.

Annexure - I
Technical Bid Covering Letter
(On Agency Letterhead)

Date: _____

To,

The Commissioner
Bengaluru East City Corporation
Opp. Phoenix Mall, RHB colony
Mahadevapura, Bengaluru - 560048

Sub: Submission of Technical Bid for "Hiring of Public Relations, Media Management, Digital Communication and Brand-Building Service Provider"

Sir/Madam,

We hereby submit our Technical Bid in response to the above tender. We confirm the following:

1. All information provided is true and correct.
2. We accept all terms and conditions of the Tender Document.
3. We are not blacklisted by any Government/PSU/ULB.
4. Our bid shall remain valid for 120 days.

Authorized Signatory

(Name, Designation, Seal)

1. Agency Profile

• Name of

• Year

• P

2

Annexure – II

Technical Proposal Format

1. Agency Profile

- Name of Agency
- Year of Establishment
- Registered Address
- Contact Details

2. Registration Details

- GST
- PAN
- Incorporation Certificate

3. Experience Summary Table

Sl No.	Client	Year	Scope	Value	Status
1					
2					

4. Team Structure

Sl. No	Designation	Qualification	Experience	Role
1				
2				

5. Methodology & Work Plan

- Approach
- Strategy
- Deliverables

6. Sample Works

- Attach links/files.

Annexure – III
Financial Proposal Format

Component	Monthly Cost	Annual Cost
PR & Media Management		
Digital Communication		
Branding & Creative		
Documentation		
Media Monitoring		
Subtotal		
GST (%)		
Grand Total		

Authorized Signatory

Seal

Annexure - IV

Declaration by Bidder

We hereby declare that all information provided is true. We have not been blacklisted by any Government entity.

Signature

Name

Designation

Agency Seal

Annexure - V

Bid Submission Checklist

Sl.No	Document	Submitted (Yes/No)
1	Technical Bid Covering Letter	
2	Company Registration Documents	
3	PAN & GST	
4	Team Details	
5	Experience Certificates	
6	Methodology & Work Plan	
7	Sample Works	
8	Financial Bid	

Annexure - V
Bid Submission Checklist

Sl.No	Document	Submitted (Yes/No)
1	Technical Bid Covering Letter	
2	Company Registration Documents	
3	PAN & GST	
4	Team Details	
5	Experience Certificates	
6	Methodology & Work Plan	
7	Sample Works	
8	Financial Bid	

Authorized Signatory

Seal

Annexure - VI

Power of Attorney Format

(To be executed on Stamp Paper)

We hereby authorize Mr./Ms. _____ to act on behalf of our agency for all matters related to this tender.

Signature

Name

Designation

Seal